

Appl. No. 09/818,125  
Amdt. Dated April 24, 2007  
Reply to Office Action of January 25, 2007

Attorney Docket No. 81747.0191  
Customer No. 26021

### **REMARKS**

This application has been carefully reviewed in light of the Office Action dated January 25, 2007. Claims 1-23 remain in this application. Claims 1, 16, 22, and 23 are the independent Claims. Claims 1, 16, 22, and 23 have been amended. It is believed that no new matter is involved in the amendments or arguments presented herein. Reconsideration and entrance of the amendment in the application are respectfully requested.

#### **Art-Based Rejections**

Claims 1-21 were rejected under 35 USC 103(a) over U.S. Patent No. 6,401,074 (Sleeper) in view of U.S. Patent No. 6,430,603 (Hunter); Claims 22-23 were rejected under 103(a) over Hunter in view of Sleeper.

Applicant respectfully traverses the rejections and submits that the claims herein are patentable in light of the clarifying amendments above and the arguments below.

#### **The Hunter Reference**

Hunter is directed to a system and method of permitting commercial advertisers to directly send advertisements electronically to the network for display at locations and times selected by the advertisers. (*Hunter at col. 1, lines 7-18*). According to Hunter, the system includes a network having a plurality of electronic displays. A customer of the system accesses the system via the internet. (*Hunter at col. 2, lines 50-66; col. 2, line 66 – col. 3, line 6; and Fig. 1*).

#### **The Sleeper Reference**

Sleeper is directed to a method and system for displaying and/or broadcasting promotional and informational messages to a customer during a retail transaction.

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(*Sleeper at col. 1, lines 5-10*). According to Sleeper, an augmented point-of-sales (POS) system including capabilities for real-time displaying and broadcasting of commercial information is provided. Each front-end POS is augmented with an auxiliary display for presenting promotional information to a customer during the course of a retail transaction. (*Sleeper at col. 1, lines 51-57*).

#### **The Claims are Patentable Over the Cited References**

The present application is generally directed to a system and method for printing advertising information on a receipt issued by a point-of-service (POS) terminal.

As defined by amended independent Claim 1, a network system has a server system coupled to a POS system and connected to a client PC via the Internet and to another server system coupled to another POS system having a POS terminal device. The POS terminal device has at least a display device and a printing device. The server system includes (a) means for storing an application page containing an advertising placement application form; (b) means for sending the application page containing the application form to the client PC in response to a request from the client PC; (c) means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form; (d) means for distributing at least a part of the input information to the POS system coupled to the server and to the other server system coupled to the other POS system; and (e) control means for controlling printing the advertising placement information on the POS system receiving the distribution on the POS system coupled to the server.

The applied references do not disclose or suggest the above features of the present invention as defined by amended independent Claim 1. In particular, Sleeper and Hunter do not disclose or suggest “(d) means for distributing at least a part of the input information to the POS system coupled to the server and to the other server system coupled to the other POS system,” as recited in that claim.

Sleeper is directed to a retailer displaying advertising information on a display of its POS system. Sleeper discloses the retailer may sell that advertising to product manufactures (*Sleeper at col. 9, lines 60-66*). However, Sleeper does not disclose or suggest means and functions of communicating with a client PC and receiving input information from the client PC. Accordingly, Sleeper merely teaches a POS system, and none of the features of amended independent Claim 1.

The Office Action relies on Hunter to remedy the deficiencies of Sleeper. Hunter is directed to a system having advertisers, such as consumer product companies, directly accessing a network of large, high resolution electronic displays (*Hunter Abstract*).

Hunter also fails teach or suggest the features of amended independent Claim 1. In particular, Hunter is directed to a centralized and dedicated customer interface web server (40) performing some of the client interface functions recited in amended independent Claim 1. The centralized customer interface web server (40) then relays the input formation to individual servers (100); each of the servers is connected to its own LED displays (30). (*Hunter FIG.1*). Here, the centralized customer interface web server (40) is not connected or coupled to a LED display (30); the server (100) connects and controls the LED displays. The server (100) does not communicate with another server and therefore cannot distribute the input information from the client PC to the other servers.

In contrast, the amended independent Claim 1 recites the server includes means for distributing at least a part of the input information to the POS system coupled to the server, and to the other server system coupled to the other POS system. FIG. 1 of the Specification illustrates an embodiment of the claimed invention. The application/distribution server (ADS server) (1) is coupled to a POS system (3a(3), 3b(3), 3c(3)). The ADS server (1) controls, inter alia, the printing of the advertisement information on the POS system. The ADS server (1) also distributes at least part of the input information to another server (6). The other server (6) is coupled to another POS system (7 and 3d(3), 3e(3), 3f(3)). Sleeper and Hunter do not disclose or suggest at least that feature.

Accordingly, Sleeper and Hunter do not disclose or suggest the features of amended independent Claim 1.

Since the applied references do not disclose or suggest all features of independent Claim 1, that claim is believed to be allowable over the applied references.

Accordingly, amended independent Claim 1 is believed to be in condition for allowance and such allowance is respectfully requested.

Applicant respectfully submits that independent Claims 16, 22, and 23 reciting similar features as amended independent Claim 1 are also allowable for at least the same reasons as those discussed above in connection with independent Claim 1, and such allowance is respectfully requested.

The remaining Claims depend either directly or indirectly from independent Claims 1, 16, 22, and 23 and recite additional features of the invention which are neither disclosed nor fairly suggested by the applied references, and are therefore also believed to be in condition for allowance, and such allowance is respectfully requested.

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**Conclusion**

Applicant believes the foregoing amendments comply with requirements of form and thus may be admitted under 37 C.F.R. § 1.116(b). Alternatively, if these amendments are deemed to touch the merits, admission is requested under 37 C.F.R. § 1.116(c). In this connection, these amendments were not earlier presented because they are in response to the matters pointed out for the first time in the Final Office Action.

Lastly, admission is requested under 37 C.F.R. § 1.116(b) as presenting rejected claims in better form for consideration on appeal.

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los Angeles, California telephone number (310) 785-4721 to discuss the steps necessary for placing the application in condition for allowance.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,  
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